

REMARKS

Claims 1-19 stand rejected under 35 USC §103(a) as being unpatentable over Applicants' prior art and Sugahara. Applicants have amended claims 1, 5, and 11 to further distinguish over the cited reference.

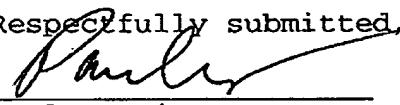
As noted by the Examiner, Sugahara fails to disclose an electronic shelf label or an electronic shelf label system. Sugahara further fails to disclose a method of conserving battery power used for wireless communication.

With respect to exemplary claim 1, Sugahara fails to teach or suggest the combination of elements including

- (a) determining a time period when messages are not transmitted to the ESL;
- (b) wirelessly transmitting at least one message to the ESL instructing the ESL to enter a reduced power consumption mode by removing battery power from at least a portion of the receiver during the time period;
- (c) removing the battery power from the portion of the receiver by the ESL at the beginning of the time period to enter the reduced power consumption mode; and
- (d) supplying the battery power to the portion of the receiver by the ESL at the end of the time period to resume normal operation.

Applicants now respectfully request that the pending claims be allowed.

Respectfully submitted,



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